

**METHOD FOR ADHERING LINERLESS
REPOSITIONABLE SHEETS ONTO ARTICLES**

ABSTRACT OF THE INVENTION

A method for sequentially and precisely registering cut sheets for application onto advertising signatures at high speeds employs an initial roll of sheeting material. The sheeting material is unwound to track a process path, where eyemarks on the sheeting material are detected for use in registering the sheeting material to be cut into discrete sheets and to be aligned with a moving advertising signature for affixation thereto. The sheeting material has a repositionable pressure sensitive adhesive along one side edge thereof for use in adhering the cut sheet to the advertising signature. In one embodiment, the sheeting material is generally opaque adjacent one side edge and is sufficiently transparent adjacent its other side edge so that when a sheet cut from the sheeting material is adhered to an advertising signature, images on the advertising signature are visible through at least a portion of the sheet.